

### ABSTRACT OF THE DISCLOSURE

An image forming method for forming visual image referred image data by subjecting captured image data to predetermined image processing of optimization. The method has the steps of: identifying a type of the image-capturing device; generating a scene-referred image data by subjecting the image data, obtained by photographing a subject having a reflection density of 0.7, to normalizing processing so that the reflection density on the output medium becomes 0.6 through 0.8; optimizing conditions of the predetermined image processing using the scene-referred image data; storing the optimized image processing conditions for each type of the image-capturing device; subjecting the image data to gradation compensation processing, which ensures that the average value of the image data is outputted to have the reflection density of 0.6 through 0.8 and  $\gamma$  values of the leg and the shoulder are smaller than that of the middle portion.